



## **Massachusetts State Exposition Building** *Eastern States Exposition, West Springfield*

Massachusetts Department of Agricultural Resources  
251 Causeway Street, Suite 500  
Boston, Massachusetts 02114

Building Managers:

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# **Operating Rules & Dates for Exhibiting in the Massachusetts Building**

***2009 Eastern States Exposition (Big E), September 18 – October 4th***

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### ***Calendar (Subject to Change with Notification)***

*MA Building open for Set-up:*.....Monday, August 31<sup>st</sup>

Open weekdays: Monday – Friday, 8am – 4pm (closed Labor Day, Sept. 7)

Weekends: September 5 & 6, by appt. ONLY, Open 12 & 13, 8am - 4pm

*Opening Day*.....Friday, September 18<sup>th</sup>

*Massachusetts Day*.....Thursday, September 24<sup>th</sup>

*Clean-up Day*.....Monday, October 5<sup>th</sup>

**SHOW HOURS:** The Massachusetts State Building is open to the public daily from 10am to 9pm. The building will be open daily for Exhibitors at 8am and will remain open for appropriate amount of time after closing for restocking and cleaning. No vehicles allowed for unloading on Big E grounds after 9:30am and vehicles are allowed back on the Big E grounds after 10pm. On Friday and Saturday's, vehicles will not be allowed on the grounds until 11pm.

**SET UP:** All exhibits must be in place by 6pm Thursday, September 17, 2009, which is the day before opening of the fair, Friday, September 18, 2009.

**TAKE DOWN:** No exhibit or portion thereof may be removed until after closing on the last day of the fair, unless special arrangements are made with the building manager beforehand. The building will also be opened the day after the fair closes, October 5<sup>th</sup> from 8am to 4pm.

**EXHIBIT CARE:** Exhibits must be staffed at all times during show hours. Exhibit space must be clean, and kept free of baggage, coats, and other apparel. Booth must be ready each day for a prompt 10 AM opening, and remain operating until 9pm. Appropriate dress and professional behavior is required. No subletting of exhibit areas is allowed unless previously agreed to by the Building Manager.

**FOOD OR BEVERAGE:** No food or beverage may be consumed in the exhibit space while the Massachusetts State Building is open to the public. Drinking water is permissible and must be not be visible in display area. Plan appropriately. Sale of alcoholic beverages is prohibited.

**SIGNS:** Signs must be professional, be attractively displayed and pre-approved by the building manager. No promoting of other events with posters or props allowed without prior approval from the Building Manager.

**STICK-ON'S:** No adhesive stickers of any kind may be passed out in the building.

**VOLUME:** Audio and audio-visuals must be kept at a low level volume to be sure other exhibitors are not disturbed. Loud speakers cannot be utilized in exhibit areas.

**USE CONFERENCE/LOUNGE SPACE:** The conference/lounge area in the Massachusetts Building (upstairs) may be used by building exhibitors for breaks when the space is not in use for scheduled meetings. Exhibitors may also use the conference/lounge area with prior approval from the Building Manager for informal meetings. During the fair each exhibitor will be provided with a list of dates and times when the conference/lounge area will not be available due to scheduled meetings/events (this schedule is subject to change).

**TELEPHONE:** Emergency calls can be made to the Building Manager's Office at 413-205-5506. Use of cell phones is prohibited in the exhibit space EXCEPT for emergencies.

**REST ROOMS:** Restrooms are located on the 1<sup>st</sup> floor (show level) in the front of the building **for exhibitors only**. They must remain locked. Keys are available in designated booths or from the Building Manager. **Public facilities are located outside, to the rear of the building in the visitor's bus center.**

**DELIVERIES:** Are to be made between 8am and 9:30am. Vehicle drivers will need delivery/service passes. No vehicles will be allowed on Big E grounds after 9:30am. Vehicles will be allowed back on the grounds each evening no earlier than 10pm.

**PARKING:** Exhibitor parking will be available and appropriate parking passes will be provided in ample time before the 2009 Big E Fair.

**NAME TAGS:** If your business/organization does not already have them, a nametag will be provided to each exhibit worker. Building management will provide nametags and markers to each booth manager prior to the opening of the fair. Additional nametags will be available during fair if needed. Each worker must wear their nametag throughout their shift.

**Any questions or problems during exhibit hours, contact the Building Manager. Building Manager's office is located upstairs in the building.**